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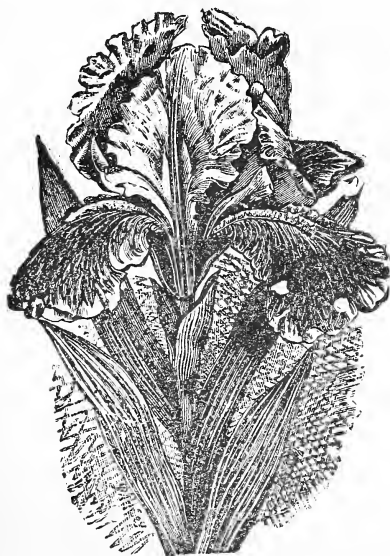
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"It is what we think and what we do that makes us what we are."

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Bearded Flag Iris

[Fleur-de-Lis]



A very select list of Flag Irises grown by

H. W. GROSCHNER

Landscape Gardener and Horticulturist

SPECIALIST GROWER OF FINE AND EXTRA FINE IRISES, PEONIES
AND HARDY CHRYSANTHEMUMS

NAPOLEON, OHIO

"Man has availed himself of the great laws of evolution in mightier matters than the Iris; but in no theatre of his unsleeping efforts has he created purer beauty or wakened for flower lovers a truer joy than among the bearded Iris of June."—Eden Philpotts in *Country Life*, June 24, 1917.

FLAGS FOREVER.

To All Iris Lovers,
Greeting:

Another Iris blooming season has passed and I trust that you all have had some of the same delightful surprises in the new treasures that bloomed for the first time as it was my own delight to experience. It has thrilled me to visualize that more new varieties can be recommended to give us new visions of the lustre of our starry banner so that if possible the halo that seems to surround it will tend to become more apparent and real as the years go by. I extend my sincere thanks for your kind expressions of appreciation over my attempts to make some sense out of the Iris situation by compiling a list of sorts that are worth while and eliminating the undesirable and worthless varieties. I wish also to thank you all for your generous patronage that has enabled me to make further progress in making such a selection of the Flag Flower as will help everyone to glorify our national ensign. The encouraging words of commendation received as a result of my first efforts to rate the varieties of the Iris and the many requests for a list of more of the new sorts has prompted, spurred me on and given me renewed ambition again to take up the task of "separating the wheat from the chaff." I believe that my latest effort has been so successful in making a selection of Irises so beautiful that the word "flags," "flag flower," will cause everyone to feel that no other flower would be quite so appropriate to bear the name of our national banner, that means so much to you and to me.

Now that Blessed Peace is once more with us again it would be very appropriate as a mark of perpetual respect to our soldier dead to commemorate their deeds by planting the flag flower in the front door yard and liberally in parks, cemeteries, in school, public and Federal grounds, by the roadside and any and everywhere where anything will grow so that we may revere and honor those to whom reverence and honor is due, those who gave their lives in the service of our country here and "over there," who gave "their today for our tomorrow." And we cannot honor them more beautifully in enshrining and hallowing their memory than by associating their lives with the beautiful.

To them we owe our freedom, for us their love was sublime, for "Greater love hath no man than this, that a man lay down his life for a friend." It has been said of them almost as a benediction that "their's was a work of conscience, and conscience is the voice of God speaking in a human soul."

Yours for the flag and the flag flower, faithfully,

Sept. 1st.

H. W. GROSCHNER.

"For blossoms can tell things. The Iris will give you flowers for the funeral, trophies for the festa, symbols for every great experience of this our life. One might choose them so, defy science and classify them for a christening, a wedding, and a silver wedding, a sorrow or a joy. Some may deck our banners and some our graves."—Eden Philpotts in the "Times." June 18, 1917.



THE IRIS.

(Written for California Cultivator by Mrs. J. J. Dean.)

The Iris is becoming more popular every year. The formation is most interesting, the fragrance of most varieties delightful and the soft restful colors of so many are a delight to the eye, or is it the soul, for as one writer in describing the natural beauties of a certain location remarked: "There are those who see all this wonderful display from year to year and yet it has no apparent attraction to them. Clearly it is not the eye but the soul that sees."

Probably not one who has attempted to interest the public in the Iris in a commercial way but has often met with a rebuff in one way or another. "Flags are so common—they grow wild back East where I lived." Offer some large gorgeous flower and it will appeal to those people. We have often thought when we have heard someone speak almost disdainfully of "Flags," that the common name should have an added charm, and we were delighted recently when reading the description of the blue flag by that student and lover of nature, Gene Stratton Porter. After describing the wonderful formation of the flower, she says: "Nature is very frank, and these marvels are spread closely over her face for any one who cares to learn. I think those who understand and really appreciate these delicate processes among the flowers never again doubt that there is a Supreme Being. The Creator said: 'And a bow shall be set in the cloud; and I will look upon it that I may remember the everlasting covenant between God and every living creature of all flesh that is upon the earth.'" So he evolved the rainbow. On the painted lily faces the botanists of early Greece saw reproduced these wonderful colors, and so they named the plant 'Iris', the rainbow.

"Because the sky is blue, eternal and neverchanging men have adopted this color to express friendship, which also should be eternal and never changing. True blue is dear to all hearts and conveys an express meaning; so again these wonderful flowers are baptized with truth. And as if no honor might be lacking to the blue is added 'flag.' Never was other flower more highly honored in its naming. Sometimes beautiful plants and vines are insulted by scientists applying to them careless, contradictory, and incongruous terms. Here is one embarrassed by riches both in its scientific and common name. Think what his flag symbolizes to a man! It means so much that for it he severs the dearest ties of earth, leaves a home of comfort and faces untold hardships, exposes his body to sickness, wounds, and many forms of death. For it he sacrifices everything else on earth, yielding with smiling lips life itself.

"So when the slender, exquisite leaves of the Iris waved on the free winds of the marsh with the abandon and grace of the flag, some one caught the resemblance, and to the symbol of eternal truth was added that of liberty, and the rainbow lily became the blue flag, the true flag."

THE IRIS. (RAINBOW FLOWER).
A Flower of Tradition, Romance And Song.
(Blue Flags.)

“O memories dear, that linger near,
The meadow, brook and wildwood,
And blue flags sweet that made complete,
The sunny days of childhood.”

Almost from the dawn of history and down through the ages until the present day the beauty of the genus Iris has been so powerful that it has made an indelible impression upon history, art and literature of all time. So much sentiment has been dedicated to this beautiful subject that it has been called the flower of song, convincing evidence that the Iris is the most beloved flower of all ages.

Surely the rainbow flower is markedly a gift of the Creator of the Universe to humanity to give hope and cheer and bring peace and good will upon a troubled earth.

As a climax to the romance that invests the Iris it is assumed by some that it is possibly the lily of the field. This does seem quite plausible.

The weight of opinion of those best qualified to judge probably favors the Iris and thus one more mystery of the good book has possibly been solved. The present popularity of the Iris had to come and coming at this time when the Holy Land has been restored to its rightful owners it is as it were the fulfillment of a prophecy. It seems most fitting that the exquisite charms of the mystery flower of all ages, which inspired the most beautiful poem of all time—“Consider the Lilies,” should now be revealed and its beauty literally enshrined.

The Modern Bearded Flag Iris.

Beautiful as the older Irises were, and some still are beautiful, the modern varieties supply the demand of modern educated man for the extraordinary and almost miraculously beautiful. One who has not kept up with the procession and planted the newer varieties from year to year, can have no conception of the marvelously beautiful sorts of recent introduction. So many new shades can now be had in the Flag Iris that this species alone could be called the Rainbow Flower—the purest whites, darkest purples graduating down to beautiful sky blue shades and lavenders, the brightest golden yellows, reddish purples that suggest a red Iris, gay combinations of yellow and maroon, and so many pinkish shades that one must have a number of them to be satisfied. Surely the Iris has come into its own and when the newer varieties become better known the Flag Flower will receive the recognition that it is justly entitled to.



DEAR OLD BLEEDING HEART.

“Possessing the grace of a fern with the flowering qualities of a good perennial” this charming old-fashioned plant always will appeal and be loved for its beauty and associations and memories of bygone years. Always a favorite with the “kiddies” who give their own name to it, “red heart”. If there were no other reason for possessing this sweet thing it should be procured for the children so that love for the beautiful and for growing things be instilled in the mind at a time when it is more receptive. Price 35c, 50c, 75c, \$1.00. Postage 5c, 10c, 15c, 20c.

WHY THE IRIS IS NOT MORE POPULAR.

Considering the fact that the Iris "possesses more qualities of merit than any other outdoor plant" it is not nearly as well known as it should be. It is true that one sees it more than occasionally and the very thing that one does see is itself the reason that it is not more popular; common poor and worthless varieties are always in evidence. Such things do not get people enthused over the Iris. The majority of people do not have the opportunity to see Iris shows or really fine collections. So they have to rely upon making a selection from a catalogue with long, distracting and indiscriminate lists of varieties. They are more likely to select more unsatisfactory things than the fine sorts for the reason that quite a number of the novelties are lauded to the skies or are described so cleverly that people are deceived and lured into the belief that they are getting something extraordinary. In great hopes an order is sent in and their vision of beauty is turned to disappointment when the plants bloom. Their enthusiasm for the Iris ebbs and becomes luke warm to the extent that no more plants are ever bought. These same undesirable Irises are seen by others and they in turn do not become Iris enthusiasts. People will not and cannot be "fooled all the time." Will this fact ever dawn upon the minds of some dealers, filter in and sink deep into their heads that it is an impediment in the way of popularizing the Iris to keep on foisting off on the public, varieties that are hideous in color, or washed out, varieties that are of only an imaginary difference in spite of the hair splitting distinctions that are made to attempt to create new and supposedly beautiful and distinct sorts? Such unscrupulous efforts are made to palm off on a confiding public such rank trash that it is nothing less than a "skin game." I realize that nearly all originators do not comprehend that they are perpetrating a fraud on the innocent public; but in many cases it is a fraud and that is a bare-faced fact. lic; but in some cases it is a fraud and that is a bare-faced fact.

HOW TO MAKE THE IRIS MORE POPULAR.

Most growers will agree that long and bewildering lists of irises should be reduced. Half hearted attempts are indeed being made by some to discard "junk" varieties. This is good as far as it goes; but it does not go near far enough. Unless the discarding game is accelerated by getting rid of commonplace irises by the wholesale the movement will not catch up with itself for the reason that new varieties are being introduced as fast as some are eliminated. One should not be caught napping. The thing to do is to wake up and resolve to make a sacrifice for the good of the iris, get rid of many varieties every year and keep up to date by adding new ones. For it is the new things that people want and demand and if the quality is high enough such a lasting impression will be made that beauty will express, demonstrate and assert its power to such an extent that many sales will be made. As an illustration of this force I cite my methods of popularizing irises.

My own collections which consists of carefully selected and very distinct varieties, is so beautiful that visitors often exclaim that every variety seems more beautiful than the other. For that reason in every locality where I sell a collection of irises they excite the entire neighborhood, and of course that means more orders. To sell really beautiful irises will do more to increase the flowers popularity than any other method that can be devised. What I have done and am doing any grower and dealer can do and all who would see the iris attain the popularity that it deserves are invited to give my plan a trial. If it were generally adopted the iris would be given a higher place of honor in many gardens of the land and the first thought of new home owners when their thoughts turned gardenward would not be of roses but of IRISES.

WHAT IS A BEAUTIFUL IRIS?

During all the years that I have been testing Irises, it has been my practice to eliminate quite a number of varieties every year so that more time could be devoted to a more careful study of the more worthy sorts, This concentration of effort has resulted in a constantly rising standard and ideal of beauty, so that I have some very decided conclusions as to what qualities an Iris bloom should have to be really beautiful. It must be beautiful in itself and not have to be associated with other species of flowers to pass it by. My ideal is a variety with a good clear color, allowing of course for varieties in which the contrasting colors are distinct and pleasing. In my estimation too much variegation mars the beauty of some varieties. This applies especially to the bronze and maroon shades, the smoky and clouded horrors, the wierd, lurid and somber shades in the squalens group and to some of the shot colors. Because a variety is distinct or very distinct is no proof that it is beautiful. Some of the very distinct are a miserable conglomeration or conflagration of colors, bizarre, like crazy quilts, mere freaks or curiosities. I throw them away.

HIT OR MISS METHODS OF SELECTING IRISES.

I cannot agree with the statement of a well known Iris lover that "all Irises are beautiful", and "that the selection of varieties of the Iris is largely a matter of individual taste." In support of his contention he quotes some delightful rhyming and jingling of words in an effort to "get away" with it:

"Blue flags, yellow flags, flags all freckled,
Which will you take? yellow, blue, speckled,
Take which you will—speckled, blue, yellow—
Each in its way has not a fellow."

This is truly a delightful skit. But it is too suggestive of a happy-go-lucky spirit. It would hardly satisfy the discriminating, who, in buying Irises, not only do not wish to clutter up their gardens with inferior varieties of the old, but who are willing to spend money wisely for the new also. Many of the expensive new varieties, that are so highly praised by some advertisers, are not so desirable as certain ones of the old. Therefore, please let me be your guide through the maze of the Iris world, honestly point out the really beautiful varieties that will remind you of "old Glory" and save you time and money.

A CRITICAL SELECTION OF BEARDED FLAG IRIS

The intermediate Bearded Irises are supposed to bloom before the early varieties; but it has been my experience that they come into bloom only a few days before and bloom along with them. So for all practical purposes they could be classed with the earlies. The number of intermediates that would grace a fine collection are so few that there are hardly any worth taking account of. The following sorts can be relied upon as being extra choice and fine and cannot be spared from a representative fine collection. Zua (Crawford) extra fine. Dorothea is an aquisition, it charms all who see it. Helge, supplies a long felt want of a deeper yellow among the earlies then Flavescens.

THE LAVENDAR AND SKY BLUE SHADES.

sp
Palida Dalmatica is one of the very finest. All admirers of this variety will be delighted with Glory of D'Hillegon and Mauvine, both are very distinct shades of lavender, visitors select them as desirable companions, fit company for Palida Dalmatica. Note. Glory of D'Hillegon is similar to Celeste but a freer bloomer.

RED IRISES.

There are no really red Irises, but there are quite a number of very distinct reddish purple shades that suggest a red Iris. Without these colors your Iris collection will lack some of the finest colors. Kochii is the finest early with a reddish cast; it is so distinct that it is striking and should not be omitted from any collection no matter how small.

sp
Purple King, Crimson King, American Black Prince, Atropurpurea, Midnight, Spectabilis and Nepalensis are so similar to Kochii that one must strain ones eyes to detect a difference. It is a case of one variety masquerading under various names.

Among the late reds I deem Madame Picquette the most beautiful. It has a pure white spot in the throat which gives it charm and makes it almost a striking variety. Under normal Weather conditions Ed. Michell is almost identical in color with Caprice, but the flower is larger and it has a longer stem. In cool weather it is of a deeper red than Caprice and so is entitled to the distinction of being the reddest of all Irises. In cool weather Caprice is of a rather dull color.

YELLOW IRISES.

Yellow is a color that is needed among Irises to give variety and contrast. Flavescens is cream or pale yellow. Helge is almost golden yellow. In late yellows I would suggest Aurea, chrome-yellow and Sherwin Wright. The high opinion I have had of this variety since its introduction is shared by others, who after trying one, order more or by the dozen. The failing of this variety is the small size of its flowers; but there is a compensation in the beautiful bright rich canary color, the same shade as that of the petals of the lighter sunflower; as a yellow there is nothing approaching it and a pure white spot in the throat gives it charm. Aurea placed beside Sherwin Wright is a pale yellow in comparison. As yellow Irises are so limited both Aurea and Sherwin Wright are needed. They are both quite distinct and the two best yellows, Mrs. Neubronner is a "has been"; it holds no comparison with Sherwin Wright in color and is a weak grower and is short stemmed.

FRILLED IRISES.

Notwithstanding all the frilled Irises that have been introduced Madame Chereau still holds its own as one of the most beautiful. It is really a wonderful variety. The combination of lavender and white in the falls is a master design and is not surpassed in any other flower. It is in a class by itself and should never be omitted from even the smallest collection. I have known people to select this one above all others; it is always a favorite with the ladies. There are a number of other frilled varieties in which the frilling is of a lighter shade and thus gives the effect of a much whiter flower so that they could be classed with the whites. All of these more lightly frilled varieties are so similar that to have one of them is to have them all. Anna Farr is unquestionably one of the finest. Much of the stock is effected with Iris rot (my own is absolutely free from this serious disease. Ma Mie has been called an improvement on Madame Chereau. It is of a lighter shade however. It is almost identical with Anna Farr, Jeanne D'Are also is very similar to the above two; the frilling is called pink by some; but it is not pronounced enough. Pocahontas also has a frilling that is slightly pinkish. This variety holds its flowers more gracefully than all other frilled sorts. Leda is a frilled variety of which the frilling is pronounced pink. It is a dainty and charming sort; all who see it must have it. I have two strains of this, both received from the originator. The fine one is offered in my Master List.

PINK IRISES.

Pink has been called the love color and the addition of pinkish shades to the wide color range of the Iris will insure its popularity for all time.

"WATCH YOUR STEP."

Buyers should be careful however or they might get something undesirable, for some so-called pinks among the Irises have little excuse for being and some show traces of pink only under certain degrees of sunlight and shade, while the dominant color is something else besides pink. Some are beautiful, while others are not worth looking at. Among the early pinks, Rose Unique is unique, but not beautiful. Elinor (Sturdevant) so far is the only early pink worth while.

LATE PINKS.

In season, out of season and off season I pronounce Queen of May the nearest pink among the darker shades and one of the most beautiful. It is the nearest to a "self" color, that is, comes nearest to being a clear color, for it has the least veining and the veins are not so conspicuous. Her Majesty when seen in a mass given quite a pink effect; but one close observation it appears rather odd, on account of the wide veins in the falls, so broad that they could be called stripes. Windham is on the order of Her Majesty, it is a more refined flower. Wyomissing has been criticised as a washed out color; I cannot see it. The pink tint is there and evident to discerning eyes; there is no mauve or purple in it as in some others. In my opinion, Wyomissing is a beautiful shade. Its failing is the medium size of its flowers and the prominent netting in the throat. The beauty of Isoline is marred somewhat by the purplish coloring in the throat; but at that I would call it extra fine. Lohrengrin can hardly be classed with the pinks, but it is extra fine. Kathleen has much more lavender than pink; it is a dainty and charming thing. Mrs. Alan Gray is somewhat on the order of Kathleen, but it is hardly as beautiful. Astarte in sunlight might be called a rainbow pink; it is a new darker pink that is beautiful.

THE VARIEGATES.

Of this section the standards are shades of light and golden yellow and bronze and the falls are of maroon and brown colors. Some of the most miserable colors in irises are found among this class, for many of the bronzes are not clear, but muddy in color, while the variegated design of the falls is not pleasing. On account of the many miserable shades, some people who have not seen the finer sorts do not care for the bronze and maroon colors. I suggest that you rely upon my selection to give satisfaction. Some of the gayest and most striking Irises are found in this class. In making a selection, select in the order named. I wish to assure all that every one is very distinct and fine. King of Iris, Princess Victoria Louise, Mithras, Miss E. Eardly, Ossian, Geo. W. Peak (Fryer), Julius Caesar and possibly Loreley. After the flower of Lorely is a day old the inside of the fall becomes spotted and gives the flower an odd appearance.

SQUALENS VARIETIES.

Some outlandish colors are among this section; in my opinion only a few are meritorious. Quaker Lady and Prosper Laugier are two of the best.

PURPLE AND BLUE SHADES.

I deem Firmament the finest early Iris and it will hold its own with the very finest later flowering varieties. Amas is a brilliant bluish purple that elicits praise from all who see it. It bears a very large flower and is extra fine. Oriflamme is so similar in color that it may be said to be identical. The flower is enormous, almost too large. (I hope that the size of Iris blooms will not be increased much more, there is such a thing as flowers being too large and there would be no sense in Iris blooms being as large as a cabbage head.) In late blues and purples I would suggest Khedive, pearly lavender. Violaacea Grandiflora, true blue, Othello, rich violet purple, Monsignor, dark violet purple, Archeveque, true purple.

AMOENA IRISES.

These have white standards and the falls are generally purple. The contrast of the two colors is so striking that some people prefer them to all others. If you want something unusually distinct and fine you will be delighted with the Amoenas. Rheinnixe is well named, Nymph of the Rhine. This variety on account of its stronger growth is by far the best for general planting. To omit this beautiful thing is to miss one of the most gay and jaunty of irises. Anne Leslie (Stuartevant) is a welcome addition to the Amoenas, for it brings into this section an entirely new color.

WHITE IRISES.

The peace-making whites are needed to harmonize the many color combinations among Irises. Florentina Alba is about the best of the early whites. In late whites I will take a chance and claim that White Knight is the finest white in cultivation. Innocenza and Mrs. H. Darwin are two fine standard whites. Mrs. G. Darwin is a new white that is charming. La Niede needs another year's trial.

Fairy is well named; but its stems are so weak that the blooms hang over in the path or lawn so that they get into the path or are in the way of the lawn mower. Life is too short to waste time in staking up Irises when there are other good whites available. So with me Fairy has been given the "gobye".

THE UNVARNISHED TRUTH.

My criticism and praise of varieties is continued in this booklet.

HAVE FAITH AND CONFIDENCE IN ME.

Lack of time forbids my describing all the Irises in my Master List as I would like to describe them. I have labored and studied to make up a selection of such refinement that you would not be taking a chance and make a mistake if every one were ordered. Take my word for it, that they are worthy of being called flags. Plant Irises with a lavish hand. Surely the favored flower of the ages deserves such recognition that it should be planted in quantities. A dozen varieties make only a start. Conjure up in your mind a collection of twenty-five or more of the very finest and then you will see some of the glories of the rainbow flower and you may think, as others have thought, that it is a messenger with a mission and your thoughts will attune with that of the poet:

"Oh flower of song, bloom on and make forever
The world more fair and sweet."

STICK TO MY MASTER LISTS.

I realize that my readers are perplexed as to which Irises to buy in spite of my efforts to guide them to the right varieties. To all whose funds for flowers are limited and who have to count their pennies, I would say, "stick to my master lists", they were made for your protection. Even if you should like some of the others at first, eventually your standard will rise higher and higher and you will get tired of them, so that it will be a waste of money to buy them. If you have the money to spare, how much more sensible it would be to buy more of the varieties of unquestioned beauty, or to purchase larger size so that you will sooner get more bloom and more plants. Only to all who "live on easy street" and to whom money is no object, I would say, take a chance on all varieties, derive the satisfaction of knowing what they are and then please get rid of them.

MY MASTER LIST OF IRISES.

A Western Iris specialist has made up a list of Irises and calls it a Master List. Now this is a free for all game; so I have constructed a Master List that is in a class by itself.

All of the varieties I name are of the finest quality for their season and were selected after the most painstaking comparison and study. I have not allowed my own personal preference to dominate the selection, but have been guided somewhat by the opinion of others. It is a most difficult undertaking to satisfy all tastes, but I have attempted it in no uncertain way. It may be that I have arbitrarily ruled out some varieties, but the line had to be drawn somewhere. As to the quality of the varieties in this list, I will say that they are the most popular among people of taste and culture, the highest possible test.

If you want some of the very finest varieties in this list, do not let the lowest priced sorts deter you from selecting some of these. You will no doubt be amazed to find in those named some of prices so low; but if they were not among the finest they would not be in my Master List. Do not be alarmed by the highest priced varieties; if they were not extra fine they would not be admitted among the Master varieties. In the case of a number of these the high price is by no means due merely to their newness and rarity. You can rely upon every one as being extra choice and fine, the very cream of the world's finest Irises. My Master List includes the intermediates, early and late Bearded Flag Irises. Every collection should have some of each of three seasons to prolong the blooming season.

EARLY BEARDED FLAG IRISES.

The early varieties in this list come into bloom about the second week in May and are usually over by Memorial Day, except in a late season, or if they are shaded. The number of early Irises that are distinct and beautiful is so limited that any representative collection should have at least all of these varieties. If there are any that you are not familiar with I suggest that they be given a trial. A delightful surprise awaits you. You will agree with me that they are a welcome addition to the too limited number of early Flag Irises. Every variety listed is distinct and fine.

(S. means standard or upper petals; F. means falls, or lower petals.)

Amas—(syn. *Macrantha*) A handsome giant form from Asia Minor. S. rich blue, F. violet; extra fine. 15c, 25c, 35c, 50c.

Kochii—(syn. *Atropurpurea*, Midnight) S. and F. rich claret purple. Extra fine. 15c, 25c, 35c.

Florintena Alba—Silvery white; large flowers, fine. 15c, 25c, 35c.

Dorothea—S. and F. robins egg blue blending into heliotrope. Flat flowers that suggest a Japanese Iris; fine. 15c, 25c, 35c.

Flavescens—(Canary Bird) Pale yellow or cream color; fine. 15c, 25c, 35c.

Oriflamme—S. light blue; F. rich violet purple; gigantic blooms; extra fine. 75c.

Firmament—F. turquoise blue, S. violet-purple, paler toward edge; bright orange beard, large flower; the finest early Iris. \$1.50, \$2.50, \$3.50, \$5.00.

Helge—Lemon-yellow, golden yellow in the center of the falls, giving the effect of a golden yellow early Iris. 25c, 35c, 50c.

CRITICISM.

I like to know that my efforts are approved and criticism would not hurt my feelings. If we do not agree I might endeavor to win you over to my side and take you into camp. Such a little revolution that I am engineering in the Iris business will surely bring a reaction and I am ready for it.

PLEASE KEEP ON.

It is indeed gratifying to be informed by my customers that they are getting rid of many poor irises. I know of one estate that made such a cleaning up that I hardly thought it possible. This was where I saw Firmament in all its Glory.

LATE BEARDED FLAG IRISES.

The following varieties of Flag Irises are at their best on Memorial Day:

- Astarte—Rainbow, pink; a new pink of a distance shade. 25c, 35c, 50c.
- Archeveque—General color effect is a reddish purple, or true purple, according to weather conditions, one of the finest. 50c, 75c, \$1.00.
- Aurea—Bright chrome yellow, one of the best yellows. 15c, 25c, 35c.
- Ed. Michell—Unusual shade of reddish purple, the reddest of all Iris; one of the finest. Not for sale.
- Crusader—(Wallace) Fine bright sky blue, large flower, one of the finest of the Foster seedlings. Not for sale.
- Glory of D'Hillegon—A real glory, fine shade of bright light lavender; one of the finest. 25c, 35c, 50c.
- Isoline—S. fresh lilac, F. old rose, prominent orange beard, large flower, one of the finest. 35c, 50c, 75c, \$1.00.
- Julius Caesar—S. yellow, F. maroon, next thing to king. 15c, 25c, 35c.
- King of Iris—Well named, king of the variegatas. S. yellow, F. maroon, large flower, one of the finest. 25c, 35c, 50c, 75c.
- Madame Chereau—White, frilled with a border of lavender. One of the finest. 15c, 25c, 35c.
- Ma Mie—M. Chereau type; a much whiter flower, extra fine. 50c, 75c, \$1.00, \$1.50.
- Lohrengrin—Silvery mauve, large flower, one of the finest. 25c, 35c, 50c, 75c.
- May Queen—Lilac pink; one of the finest pinks. 15c, 25c, 35c.
- Madam Picquet—Rosy claret, one of the best red Irises. 25c, 35c, 50c.
- Mrs. H. Darwin—Charming free flowering white. 15c, 25c, 35c.
- Mauvine—(Dean) Fine distinct shade of mauve or lavender; extra fine. 50c, 75c, \$1.00.
- Mithras—S. golden yellow, F. maroon, slightly veined in the throat, yellow border, bright and distinct. 35c, 50c, 75c.
- Monsignor—S. bright sky blue, F. velvety purple with light margin; large flower, fine. 35c, 50c, 75c, \$1.00.
- Othello—S. rich blue, F. rich violet purple; one of the best late purples. 15c, 25c, 35c, 50c.
- Palida Dalmatica—(Syn. P. Beatrice) Large clear lavender flowers, one of the finest in the world. 25c, 35c, 50c, 75c.
- Prosper Laugier—S. coppery crimson, F. deep velvety crimson, one of the best in the squelens section. 25c, 35c, 50c.
- Queen Alexander—S. lavender, F. pale purple with a solden suffusion. 35c, 50c, 75c.
- Innocenza—Fine waxy white. 15c, 25c, 35c.
- Windham—(Farr) One of the finest pink Iris. 50c, 75c, \$1.00.
- White Knight—(Saunders) Absolutely snow white, the finest white. \$1.00, \$1.50, \$2.00.
- Rhine Nixie—S. white, F. violet purple with a distinct white edge; very gay variety. 25c, 35c, 50c.
- Violacea Grandiflora—S. and F. fine clear violet, large flowers. 25c, 35c, 50c.
- Anna Farr—(Farr) \$1.50, \$2.00.
- Leda—(Farr) A pink M. Chereau, one of the daintiest varieties in my collection. \$1.50, \$2.00, \$3.00.
- Kathleen—Lavender suffused lilac, very dainty and charming. 35c, 50c, 75c.
- Lewis Trowbridge—(Farr) S. bright violet, F. blue violet, shaded rose, large flower, extra fine. 75c, \$1.00, \$1.50.
- Princess Victoria Louise—S. sulphur yellow, F. rich plum, bordered cream. 25c, 35c, 50c.
- Mrs. G. Darwin—An exceptionally beautiful white; the upper part of the falls slightly reticulated gold and violet. 25c, 35c, 50c.
- Quaker Lady—(Farr) S. smoky lavender, with yellow shadings, F. ageratum-blue and old gold; a quaint coloration that appeals to many people. 50c, 75c, \$1.00.

MY SMALL AND SHORT MASTER LIST.

I am not infallible and there is a time in judging fine varieties of flowers when decision is difficult as to which class a certain variety should go into. Some good judges would probably list all of these varieties among the finest, while other good judges would debar some on account of having medium size flowers, medium length stems, or possibly of some they would not call the color extra fine. I will give these varieties the benefit of the doubt and advise trying all of them.

Miss E. Eardly—S. yellow, F. madder red bordered yellow. A bright and distinct variegata. 35c, 50c, 75c.

Sherwin Wright—S. and F. golden yellow the most beautiful shade of all yellow iris. 35c, 50c, 75c.

G. W. Peake (Fryor)—S. yellow, shaded crimson bronze, F. velvety maroon-red, the red shade in the falls is quite distinct from most variegates, a Fryor seedling that is worth while. \$1.00, \$1.50, \$2.00.

Lou Fuller (Vaughn)—Almost identical with Aurea in color but the flower stems are longer which is an improvement. 75c, \$1.00, \$1.50.

Chester Hunt (Farr)—S. deep sky blue, F. marine blue, a beautiful and distinct shade. 75c, \$1.00, \$1.50.

Pocohontas (Farr)—Mme. type, larger and whiter flowers. 75c, \$1.00, \$1.50.

Minnehaha (Farr)—S. soft yellow, F. yellow reticulated red. \$1.00, \$1.50, \$2.00.

Wyomissing (Farr) S. creamy white faintly flushed pink, F. pale pink, general color effect is a distinct light pink. 50c, 75c, \$1.00.

Swatara (Farr)—S. lobelia-blue, suffused bronzy yellow at base, F. bright violet, conspicuous yellow beard. \$1.00, \$1.25, \$1.50.

Khediye—S. and F. Beautiful shades of pearly and dark lavender. 15c, 25c, 35c.

La Neige (Verdier)—White. 75c, \$1.00, \$1.50.

BARGAINS.

“To the prudent, noble housewife the sky is never so blue, the songs of the birds never so sweet, as when opportunity to buy for less comes knocking at her door. We cal almost feel the human heart beats of sympathy and thankfulness for the prized bargains listed below.”

Well said. The housewife is wise also, and is wary of the department store “ads” that would coax her to buy imaginary bargains and wrest from her a portion of the family funds which she guards so faithfully. The prudent housewife knows that one must be judicial in picking up bargains that are real bargains at rummage sales. The same rule holds true with these Iris bargains. “It is dollars to doughnuts” that the natural curiosity of womankind will be aroused and the irresistible instinct to pick up bargains greatly quickened. Again I say, “if you are flush, take a chance and go to it.”

Gagus—light yellow, crimson with picotee edge. 25c, 35c, 50c.

Rose Unique—(Faar) Reddish crimson pink. 35c, 50c, 75c.

Blue Boy—(Foster) Blue, with blue beard. 35c, 50c, 75c.

Juanita—(Farr) Large blue flowers. 35c, 50c, 75c.

Clarence Wedge—(Fryor) 35c, 50c, 75c.

Caprice—A good red Iris. 15c, 25c, 35c, 50c.

Perfection—S. light violet, F. purple. 25c, 35c, 50c.

Glory—(Fryor) Small size roots. \$1.50.

Richard II—(Perry) S. white, F. purple, with white edge. \$1.50, \$2.00, \$3.00.

Paxatawney—(Farr) Somewhat on the order of Quaker Lady. 50c, 75c.

Fairy—Well named. 15c, 25c, 35c.

Pauline—(Farr) Pansy violet. 35c, 50c, 75c.

ODD IRISES.

The following varieties could be classed with the odd and curious sorts. Some are possibly beautiful, others almost so and still others decidedly odd. People are taking a chance on being pleased with the most of them. If you are "flush," I would say "go to it and get enough of them."

Mary Garden—(Farr) S. pale yellow, S. creamy white, dotted and veined maroon, so odd that it is beautiful. 75c, \$1.00.

Eldorado—(Imported) yellowish bronze, heliotrope and violet purple, 35c, 50c, 75c.

Parisianna—odd mingling of lavender pink. 35c, 50c, 75c.

Loreley—light yellow, ultramarine blue and cream. 15c, 25c, 35c, 50c.

Her Majesty—S. rose pink, F. crimson, heavily veined. 15c, 25c, 35c.

EXPLANATION OF SIZES.

The buying of Iris roots is often a rather unsatisfactory transaction for the reason that you never know the real grade of stock that you will receive. To quote prices on "single roots, strong plants" is meaningless unless such grades are defined. A single root that is large enough (that has the age so that it is matured) is better than many clumps that are sent out, for the reason that in some of these clumps not a single tuber is of blooming size. So all your efforts to obtain some bloom the first year are lost. To make matters clear my roots are graded and each size explained so you will know just what kind of a root you will get.

SIZE OF ROOTS.

1st—Medium sized division; about a fourth of this grade will bloom.

2nd—This grade is a larger division; about half will bloom.

3rd—This is a larger division with one or more eyes, that should bloom the first year; but occasionally one will miss blooming. When a quantity is purchased this is a good grade to buy; one is more certain to get some bloom the first year out of more than one and the lower price makes this size more economical.

4th—Mother Roots. This is the best size to buy when only one of a variety is purchased for the reason that it will increase much more rapidly on account of the fact that the extra large root is studded with baby Irises. These Mother roots are huge and grand and there is only a limited number for sale every year.

I am in the same boat with all growers, in that of some varieties, the stock on hand of blooming size roots is limited; first orders received are first served. If it should happen that any variety cannot be supplied in blooming size, I will give two or more to make up the difference. If this arrangement is not satisfactory, please advise when ordering and I will refund the difference in price as cheerfully as your order was received.

EXPLANATORY.

The question might be asked "of what use would it be to buy the larger sizes if they are not sure to bloom the first year." The answer would be this, the larger the size, the more certainly they will bloom; if any of them should not bloom, you will still be the gainer, because the larger sizes increase much more rapidly and after you have a quantity of plants there will be a quantity of bloom.

DEPLORABLE MIXTURE OF IRISES.

There is probably no other plant that has been so often sent out untrue to name as the iris. So general and widespread is this unfortunate condition that it is a discouragement to their culture. I believe that it has been my lot to experience more than my share of this disappointment and I am determined that no cloud will hover over my business on account of having sent out a spurious variety if human endeavor can prevent it. Quite a number of my customers have entrusted their orders to me on account of not getting true stock elsewhere. They had bought of growers who made loud claims for the trueness of their varieties and were supposed to supply such. This is a tip for beginners in Iris culture to buy their plants of one whose hobby and ambition is to supply plants that are true and is willing to devote to his business the personal attention which is absolutely necessary to insure accuracy.

GUARANTEE.

My varieties of the Iris are guaranteed to be true to name. I believe that my stock is 100% pure. The planting, digging and preparation of my plants for sale is never entrusted to my employees. But with all this extreme care I am not infallible and if a mistake should occur and you should get an untrue variety, it will be replaced with a large root, not one of a puny size.

IRIS COLLECTIONS.

To the buyer, to purchase a collection of irises at bargain rates for a stated sum is seldom satisfactory, for various reasons. You already have some of them or some of the varieties are undesirable, so the apparent saving is not real, but only imaginary. Think how easy it would be for me to make up bargain collections and include some of the varieties that I offer at bargain prices or those that I am trying to get rid of. My prices for collections would be lower than the lowest. If a bargain collection is wanted it is an easy matter to make up an assortment from my various lists with the added attraction of your getting varieties that you are especially interested in. Always thinking of some ideas to keep my catalogue in the lead, I believe that my plan of giving customers a discount when plants are bought in quantity and allowing them to select extras is the best method that has yet been devised.

GRATIS PLANTS.

The custom of giving plants gratis is a happy thought that finds favor with most dealers and it is good as far as it goes. But often it does not go very far, for the reason that you are liable to receive a variety that you already have, do not want or what the donor wants to get rid of. Thus the joy of getting something for nothing is turned to dismay or even chagrin if you have to wait for a year or two before the plant blooms. If this is the case the thing to do would be to go right into your garden and throw out these worthless things "bag and baggage" and then to buy of one who is trying to make the gratis custom worth while.

GRATIS OFFER.

On orders amounting to \$2.00 and up purchasers may select plants to the value of ten cents for every dollar remitted. Customers may name a list for me to select from. If the ten cents for each dollar does not amount to enough to permit putting into the list varieties of a certain price the customer may remit enough to make up the difference. This offer is additional to the cash discount, but it does not apply to varieties in bargain list.

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Peter, Chicago - always - dumps.

WHAT ARE YOU GOING TO DO ABOUT IT?

Broad tho the claims were that I made for my iris catalogue I think that they have been more than fulfilled. Only an experienced catalogue reader and buyer can appreciate the great reform that has been accomplished and will continue. For slowly but surely others will adopt some of my ideas, some readily and willingly, others grudgingly and some because they will have to. Graft will die hard and the "Unvarnished Truth" will give him the "solar plexus" blow.

To assist in appreciation of the truths that it has been my endeavor to expound and make plain and clear for some of my readers that have not given the iris much study and have not had experience in buying (and these I wish to help) I will call attention to features that will be found in no other iris catalogue.

Note how the early and late Irises are separated. No other iris catalogue lists roots in different sizes or gives the plain unvarnished truth about varieties. Did you ever hear of or see an Iris catalogue that continually discouraged buying varieties listed in its own pages?

Did you ever see a catalogue that listed irises in sections like mine so that at a glance you could perceive what you would likely get and not list the finest, odd, mediocre and worthless sorts all together, so that you take a chance in buying them?

Do not my suggestions assist in combating the H. C. L. by eliminating waste and making every cent count?

Have I not tried to prevent you from being lured by enticing descriptions and big catalogues that are made large by the multitude of "junk" irises that are listed? I dare say without any reserve or hesitation that the intense concentration of thought that I have given to the iris, could not have come at a better time for your pocketbook. I dare say again, that there are not a half dozen catalogues in the entire World combined, that give half the information that mine does and that will save so much time and money.

All the text books on the Iris combined do not give you the information that you really need and want and that my efforts give and supply, that of giving you a list you will say of fine or the finest varieties irrespective whether they are moderate in price or not. "Broad claims again" it really seems hardly possible but it is and there are no ifs, ands or exceptions to this statement, I know, for I have read the text books that are available and iris catalogues by the score.

When you read my catalogue you are thus getting the very essence of the benefit of my years of iris study.

Some of my customers perceive this and they pass my Iris catalogue on to others to help the movement along. If only half of my claims have been proved don't you think that one who has got out a catalogue from the viewpoint of the "ultimate consumer" can be trusted to fill your order for irises?

COMPLAINTS.

I am always ready to rectify any mistakes made in filling orders and complaints that are justified within reason are always given consideration. As my business is under my personal supervision complaints are few and far between. Almost invariably the few complaints that are made are over the size of my first-size roots. It has so happened that these orders had, among others, such varieties as Victorine, Sherwin-Wright and other sorts that have smaller rhizomes than most irises of their class and the small size of these varieties called for by the orders, naturally seem small indeed. To avoid disappointment it would be very prudent to buy larger sizes. I advise the largest size possible. Remember that my Iris catalogue is a true and real guide and no doubtful or experimental varieties are listed among the master varieties. Everyone is an investment in beauty and will pay more than 100% in great and inspiring joy, delight and satisfaction. It therefore behooves all lovers of the beautiful to "go their limit and then some" when buying irises. Even if they were almost "as poor as a church mouse" they would be perfectly justified in investing more money in Irises than they think they can really afford, for literally, "Beauty is food for the soul."

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SERIOUS IRIS DISEASES.

Formerly free from disease, now a serious disease, the iris is now menaced by root rot. My opinion is confirmed by another Iris grower who says. "The skeleton in the closet of the Iris grower in the disease known as root rot". It goes without saying that it is of the utmost importance to buy irises that are not infected and here is where personal attention to all orders counts. Not all employees eyes are trained to discover failings in Iris roots and some do not care. They appear to be several forms of root rot which are defined and described in The Unvarnished Truth.

A REAL SAVING.

If my discounts do not seem to amount to much, remember that you are getting a reduction on varieties of your own selection. Thus the saving is actual and real.

DISCOUNTS.

Orders amounting to \$5.00 deduct 5c for every dollar remitted.

Orders amounting to over \$10.00 deduct 7c for every dollar remitted.

Orders amounting to over \$15.00 deduct 8c for every dollar remitted.

Orders amounting to over \$20.00 deduct 10c for every dollar remitted.

Discounts do not apply to dozen rates nor to varieties in bargain list.

PRICES.

I make no pretense of competing in prices with the average grower who does not give his business nearly the amount of personal and intelligent attention that I do. If my prices seem higher than some others, remember I give more, that my plants are absolutely true to name and free from diseases, and that I devote to all orders the personal attention which spells satisfaction. Value is given for value received. I hope that none of my catalogues are wasted by getting into the hands of some whose only thought is how cheap they can buy and whose minds are so obsessed by mere cheapness that they are closed to the thought of quality and intelligent service.

ACCOMODATION ORDERS.

Small orders for Irises are accepted only under the following terms:

Orders less than \$1.00, remit 20c extra.

Orders less than \$1.50, remit 15c extra.

Orders less than \$2.00, remit 10c extra.

QUANTITY PRICES.

Varieties at 15c—\$1.50 per doz.

Varieties at 25c—\$2.50 per doz.

Varieties at 35c—\$3.00 per doz.

Varieties at 50c—\$5.00 per doz.

6 at doz. rates.

CARRIAGE.

At price each they are shipped prepaid. Orders for only moderate priced or first size roots from a long distance off should remit 10c extra for every dollar. At dozen rates anywhere remit extra at the rate of 25c a doz.

BUSINESS TERMS.

Cash with order, except people who are known to me. No account opened for less than \$10.00.

CORRESPONDENCE.

I give personal and prompt attention to all inquiries regarding the culture and merits of all plants. All inquiries intelligently answered.

The best way is to send cash with order and get the advantage of the discount. I want to assure all that I give just as good value and you will not be taking a chance when you pay in advance for goods purchased from me.

Address all orders to

H. W. GROSCHNER, Napoleon, Ohio.

PLEASE.

Write plainly, please, particularly your name and address.